ORDER

Orders Order / Rev: Alt Order#: 06860569 Product Desc: REP JEWISH COALITION Estimate: KSNV Flight Dates: 10/03/12 - 10/21/12 Primary AE: Amy McCreary Original Date / Rev: 10/02/12 / 10/02/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Jamestown Associates/ NJ **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 5 Mapleton Rd. Billing Cycle: EOM/EOC Princeton, NJ 08540 Agency Commission: 15% Advertiser Name:

Republican Jewish Coalition (RJC)

Demographic: Product Codes: A35+ PLI2

Priority:

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PISSUE, GEN

Advertiser External ID: Agency External ID:

New Business Thru:

Order Separation:

Totals

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	111	\$149,700.00	\$127,245.00

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	111	\$149,700.00	\$127,245.00	0.00
Totals	111	\$149,700.00	\$127,245.00	0.00

00:05:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	26%	\$149,700.00
Market	100%	\$575,769.23

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$172,730.77
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$115,153.85
KTUD	1%	\$5,757.69
KVVU	18%	\$103,638.46
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$28,788.46

Ln	Ch	Start	End	Inventory Cod	e Break	Start/End	Time I	Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/03/12	10/05/12	M-F 5-6a Wake M-F 5-6a Wake		5-6a		WTF	1:00	1	\$900.001	0.00 NM	1	\$900.00
	NEWS				op milagnoid									
	<u>Star</u>	t Date E	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating							
	eek: 10/0	1/12 1	0/07/12	WTF	1	\$900.00	0.00)						

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Order / Rev: Alt Order #:

Flight Dates:

107382

06860569

10/03/12 - 10/21/12

Advertiser:

Republican Jewish Coalition (RJC)

Product Desc: REP JEWISH COALITION

KSNV

Estimate:

60S

Ln Ch Star	t End	Inventory Code	e Break	Start/End	Time Days	Len S	pots Rate Pri	Rtg Type	Snots	Amount
E 1 KSNV 10/03	/12 10/05/12	M-F 5-6a WakeL	lp w/Wa@M	5-6a	WTF	1:00	1 \$900.001	0.00 NM		\$900.00
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<u>Start Date</u> Week: 10/01/12	10/07/12	<u>Weekdays</u> wTF	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00					
E 2 KSNV 10/08	/12 10/19/12	M-F 5-6a WakeU M-F 5-6a WakeU		5-6a	MTWTF	1;00	2 \$900.001	0.00 NM	4	\$3,600.00
NEWS		W-F 5-0a vvaket	pp wwwagners							
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u>	Rating					
Week: 10/15/12	10/14/12	MTWTF	2 2		0.00					
E 3 KSNV 10/03	/12 10/05/12	M-F 6-7a WakeU M-F 6-7a WakeU		6-7a	WTF	1:00	3 \$1,400.001	0.00 NM	3	\$4,200.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$1,400.00	Rating 0.00					
E 4 KSNV 10/08	/12 10/21/12	M-F 6-7a WakeU	MgsW/w q	6-7a	MTWTFSS	1:00	5 \$1,400.001	0.00 NM	9	\$12,600.00
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<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> MTWTFSS	Spots/Week	<u>Rate</u> \$1,400.00	Rating					
Week: 10/15/12	10/21/12	MTWTFSS		\$1,400.00	0.00 0.00					
E 5 KSNV 10/03,	/12 10/05/12	Today Show Today Show	СМ	658a-9am	WTF	1:00	2 \$1,800.001	0.00 NM	2	\$3,600.00
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<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week	<u>Rate</u> \$1,800.00	Rating 0.00					
E 6 KSNV 10/08			CM	658a-9am	MTWTF	1:00	4 \$1,800.001	0.00 NM	<u>-</u> 9	\$16,200.00
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Week: 10/15/12	10/14/12	MTWTF		\$1,800.00 \$1,800.00	0.00 0.00					
E 7 KSNV 10/10/	12 10/12/12	M-F Today Show M-F Today Show		9-10a	WTF	1:00	2 \$850.001	0.00 NM	2	\$1,700.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/08/12 E 8 KSNV 10/08/	10/14/12	WTF	2	\$850.00	0.00					
	12 10/19/12	M-F Today Show		9-10a	MTWTF	1:00	2 \$850.001	0.00 NM	4	\$3,400.00
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Week: 10/08/12	10/14/12	MTWTF-~	2	\$850.00	0,00					
Week: 10/15/12 E 9 KSNV 10/08/	10/21/12	MTWTF Rachael Ray	CM 2	\$850.00 11am-12pm	0.00 MTWTF	1:00	2 #050.004	0.00.104		
	12 10/10/12	Rachael Ray	OW	Tram-12pm	MI MI I	1.00	2 \$650.001	0.00 NM	4	\$2,600.00
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Week: 10/15/12 E 10 KSNV 10/03/	10/21/12 12 10/05/12	MTWTF Rachael Ray	CM	\$650.00 11am-12pm	0.00 WTF	1:00	1 \$650.001	0.00 NA	4	007000
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<u>Start Date</u> Week: 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> WTF	Spots/Week	<u>Rate</u> \$650.00	Rating 0.00					
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Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$850.00	Rating 0.00			ļ		
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KSNV

Order / Rev:

107382 06860569

Advertiser: Product Desc: Republican Jewish Coalition (RJC)

Alt Order #: Flight Dates:

10/03/12 - 10/21/12

Estimate:

REP JEWISH COALITION

Inventory Code Break Start/End Time Ln Ch Start End Days Len Spots Rate Pri Rtg Type Spots Amount E 12 KSNV 10/08/12 10/19/12 Noon News CM 12-1230pm MTWTF-1:00 \$850,001 0.00 NM \$3,400.00 Noon News NEWS Rating Start Date **End Date** Spots/Week **Weekdays** Rate Week: 10/08/12 10/14/12 MTWTF--\$850.00 0.00 MTWTF--Week: 10/15/12 10/21/12 \$850.00 0.00 E 13 KSNV 10/08/12 10/19/12 The Agenda 1230pm CM 1230-1p MTWTF~~ 1:00 \$650.001 0.00 NM \$2,600.00 The Agenda 1230pm **AGENDA** Start Date **End Date** Spots/Week Rating **Weekdays** Rate Week: 10/08/12 MTWTF∽⊶ \$650.00 10/14/12 2 0.00 MTWTF~~ 0,00 Week: 10/15/12 10/21/12 \$650.00 E 14 KSNV 10/03/12 10/05/12 The Agenda 1230pm CM 1230-1p --WTF--1:00 2 \$650.001 0.00 NM 2 \$1,300.00 The Agenda 1230pm **AGENDA** Spots/Week Rating Start Date End Date Weekdays Rate 10/07/12 --WTF--\$650,00 Week: 10/01/12 0.00 E 15 KSNV 10/03/12 10/05/12 The Doctors СМ 2pm-3pm --WTF--1:00 \$650.001 0.00 NM 2 \$1,300.00 The Doctors DRS Start Date End Date Spots/Week Rating Weekdays 1 4 1 Rate Week: 10/01/12 10/07/12 --WTF--\$650.00 0.00 E 16 KSNV 10/08/12 10/19/12 The Doctors CM 2pm-3pm MTWTF--1:00 2 \$650.001 0.00 NM \$2,600.00 The Doctors DRS Start Date **End Date** Weekdays Spots/Week Rating Rate 10/14/12 MTWTF--Week: 10/08/12 2 \$650.00 0.00 10/21/12 MTWTF--2 \$650.00 Week: 10/15/12 0.00 E 17 KSNV 10/08/12 10/19/12 Dr. Phil СМ 3-4p MTWTF--1:00 2 \$900.001 0.00 NM \$3,600.00 Dr Phil PHIL End Date Spots/Week Rating Start Date <u>Weekdays</u> Rate Week: 10/08/12 10/14/12 MTWTF--\$900.00 2 0.00MTWTF--Week: 10/15/12 10/21/12 \$900.00 0.00 E 18 KSNV 10/03/12 10/05/12 Dr. Phil СM 3-4p --WTF--1:00 \$900.001 0.00 NM \$1,800.00 Dr Phil PHII Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> Week: 10/01/12 10/07/12 --WTF--\$900.00 0.00 E 19 KSNV 10/03/12 10/05/12 NEWS 3 at 4 (1 HOUR)CM --WTF--1:00 3 \$1,450.001 0.00 NM \$4,350.00 4-5pm 3 4PM NEWS (1 hour) (4:00 PM-5:00 PM) **NEWS** Spots/Week Start Date End Date <u>Weekdays</u> <u>Rate</u> Rating Week: 10/01/12 10/07/12 --WTF--\$1,450.00 0.00 E 20 KSNV 10/08/12 10/19/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MTWTF--1:00 5 \$1,450.001 0.00 NM \$13,050.00 4PM NEWS (1 hour) (4:00 PM-5:00 PM) COMMENTS APPLY TO SUB LINES A THRU B NEWS Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/08/12 10/14/12 MTWTF--\$1,450.00 0.00 5 MTWTF--10/21/12 \$1,450.00 0.00 Week: 10/15/12 E 21 KSNV 10/08/12 10/19/12 M-F Early News CM 5-630p MTWTF--1:00 2 \$2,400.001 0.00 NM \$9,600.00 M-F Early News **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 MTWTE--2 \$2,400.00 0.00 Week: 10/15/12 10/21/12 MTWTF--\$2,400.00 0.00 2 0.00 NM E 22 KSNV 10/03/12 10/05/12 M-F Early News CM 5-630p --WTF--1:00 1 \$2,400.001 \$2,400.00 1 M-F Early News NEWS Spots/Week Rating Start Date **End Date** <u>Weekdays</u> <u>Rate</u> Week: 10/01/12 10/07/12 --WTF--

\$2,400.00

0.00

Print Date: 10/02/12 19:17:18 Page 4 of 5

Order / Rev:

107382

Advertiser:

Republican Jewish Coalition (RJC)

Alt Order #:

06860569

Product Desc:

REP JEWISH COALITION

KSNV

Flight Dates:

10/03/12 - 10/21/12

Estimate:

60S

Line Color Start End Inventory Code Breek Start/End Time Days Len Spicks Rate Pin Rig Type Spick Amount						_					
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Mode: 1015/1/2 1012/112 M-FT 2 \$2,500.00 0.00 0.00 M-F News 3 at Eleven											
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KSNV

Totals

111 \$149,700.00

Order / Rev:

107382

Advertiser:

Republican Jewish Coalition (RJC)

06860569 Alt Order #:

Product Desc:

REP JEWISH COALITION

10/03/12 - 10/21/12 Flight Dates:

Estimate:

60S

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 33 KSNV		2 10/21/12	News 3 Sunrise -		6a-7a	S	1:00	1	\$700.001	0.00 NM	3	\$2,100.00
L CO TOTT	10,0111		News 3 Sunrise 5	SUNDAY								
NEWS												
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	15/12	10/21/12	S	1	\$700.00	0.00						
E 34 KSNV	10/07/1	2 10/21/12	Sunday Today	СМ	7a-8am	S	1:00	1	\$1,500.001	0.00 NM	3	\$4,500.00
			Sunday Today									
SUN TO						D #						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	S S	1	\$1,500.00 \$1,500.00	0.00 0.00						
Week: 10/ Week: 10/		10/14/12 10/21/12	\$	1	\$1,500.00	0.00						
E 35 KSNV			News 3 Today W	knd CM	9a-930am	S	1:00	1	\$1,000.001	0.00 NM	1	\$1,000.00
E 25 VOIAA	10/21/1	2 10/21/12	News 3 Today W	Kila Olvi	9a-300am	5	1.00	•	ψ1,000.001	V.00 1	•	4.,
NEWS			NOWS O TOday									
	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week; 10/		10/21/12	S	1	\$1,000.00	0.00						
E 36 KSNV		2 10/07/12	Chris Matthews 9	:30AM GM	9:30a-10a	S	1:00	1	\$1,200.001	0.00 NM	1	\$1,200.00
			Chris Matthews	SUN 9:30am								
CHRIS	MATTHE	EWS										
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	/01/12	10/07/12	S	1	\$1,200.00	0.00						
E 37 KSNV	10/07/1	2 10/07/12			7-10pm	S	1:00	1	\$3,600.001	0.00 NM	1	\$3,600.00
			News 3 in Prime									
NEWS												
	irt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/	*****	10/07/12	S		\$3,600.00	0.00			04.400.004	0.00.1114	,	64 400 00
E38 KSNV	10/07/1	2 10/07/12			11pm-1135	om	1:00	1	\$1,100.001	0.00 NM	1	\$1,100.00
MENNO			Sa-Su News 3 a	t Eleven								
NEWS	ut Data	End Data	Weekdays	Spots/Week	Rate	Rating						
<u>Sta</u> Week: 10	art Date	End Date 10/07/12	<u>vveekdays</u>		\$1,100.00	0.00						
vveek: TU	/01/12	10/0//12			Ψ1,100,00	0.00						